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Book Description. If you want to design intuitive and engaging web sites, apps, print materials or products, then you need to know the psychology that underlies people's behavior. 100 Things Every Designer Needs to Know About People explores both the foundational and the latest research in the psychology of the conscious mind and applies it to design.

100 Things: Every Designer Needs to Know About People

100 Things Every Designer Needs Talk about "100 things every designer needs to know about people"

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On my quest to become the best game designer I can possibly be, I recently read 100 Things Every Designer Needs to Know about People, a quick but interesting book by Susan Weinschenk. The

book is a list of facts about people, ranging from physical specifics about vision to patterns of social interaction and emotional states.

100 things every designer needs to know about people is the first UX book I've ever read. I have got this awesome fountain of knowledge on my first weekend with UX Well in Brno. We are supposed ...

100 Things Every Designer Needs to Know About People ...

100 Things Every Designer Needs to Know About People by Susan Weinschenk, 9780321767530, available at Book Depository with free delivery worldwide.

100 Things Every Designer Needs to Know About People (2011) is an essential guide for every designer. Combining research and practical examples, the book illustrates how important it is for designers to know, among many other things, how consumers make decisions and how memory is integral to good design.

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(Chatting to practice English, part 201)
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100 Things Every Designer Needs

Susan is the founder of the Weinschenk Institute, LLC. She is a speaker and teacher, and has written several books, including How To Get People To Do Stuff, 100 Things Every Presenter Needs To Know About People, 100 Things Every Designer Needs to Know About People, and Neuro Web Design: What makes them click?

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100 Things Every Designer Needs to Know About People combines real science and research with practical examples to deliver a guide every designer needs. With it you'll be able to design more intuitive and engaging work for print, websites, applications, and products that matches the way people think, work, and play.

100 Things Every Designer Needs to Know ... - UX Magazine

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100 Things Every Designer Needs to Know About People ...

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